

2-15-2016

February 15, 2016 Armstrong Faculty Senate Minutes

Armstrong State University

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Armstrong State University
Faculty Senate Meeting
Minutes of February 15, 2016
Student Union, Ogeechee Theater, 3:00 p.m.

- I. Pre-Senate Working Session (3:00–3:30 p.m.)
- II. Senate President Desnoyers-Colas called the meeting to order at 3:31 (Appendix A)
- III. Senate Action
 - A. Approval of Minutes from [January 25, 2016](#) Faculty Senate Meeting
APPROVED without corrections
 - B. Brief Remarks from Dr. Linda Bleicken, President
Was absent last senate meeting, so wishes to say “Happy New Year” and to amplify something said in that meeting by Jason Salzer from the SPARC II values subcommittee, which is the importance of our core values. This will become a theme song for how we begin meetings, so we can think about those values systematically and strategically. Thank you to that committee for their work. Dr. Bleicken has been spending a lot of time in Atlanta. One objective has been to work on securing funding for the Health Sciences building project. We continue to encourage the legislators to support the 3% funding supported by the Governor for merit raises. One “rumbling” in the legislature is concern about students receiving due process rights. One USG school pulled back a funding request due to concerns about due process at their university. There is also a proposal in the legislature to limit tuition increases. If tuition and fees are limited, that has a direct impact on us. There is an active movement in the house to put forward legalized firearms on campuses. It is being actively discussed in the House. This would allow those 21 and older who are responsible to carry firearms on university campuses, except in residence halls and athletic events. We have been asked by our USG system leadership not to forward a resolution about this. Our formal response is we support our current law about firearms on campus. The USG is working to prevent this legislation from moving forward. Tomorrow we are having the Zobel lecture. The presenter will be speaking about Douglas MacArthur in WWI.
 - C. Website Analytics Presentation by Allison Hersh (Appendix B): The redesign and launch of the website took time. We are able now to compare the final quarter of 2014 with the final quarter of 2015. Since the site launched, overall site traffic increased by 7.3% from previous year. A lot more traffic on the homepage (133.4%) and double the number of unique views. People are spending over three times the amount of time on the homepage. The “apply to Armstrong” page has seen 127.2% net increase (double the number of unique views). December 2015 compared to December 2014 had 1000 more people click on the apply link this year than last. Some pages have increased traffic (e.g., Start Now) and some have decreased traffic (e.g., Open House). College pages have also seen substantial increases in traffic (doubling for some college webpages). Mobile usage is also up. We are using marketing campaigns to reach students, such as Google AdWords, Carnegie digital advertising, and Facebook advertising. There is a longer load time on the new

Armstrong homepage, but the greater time spent on a variety of Armstrong webpages indicates the longer load time can't explain all of that increase.

- D. TRiO Presentation by Corine Ackerson-Jones (Appendix C and D): She has been our TRiO director for just over a month. TRiO provides grants to support college retention, increase graduation rates, increase transfer rates from 2 to 4 year institutions, foster a supportive climate, improve financial/economic literacy. It is supported by 219,999 in federal funds. Students are eligible if they are a US Citizen or national and meets the residency requirements for financial aid, if they are low income, first generation, or an individual with disability, and if they are in need of support. What is provided is academic tutoring, advising and course selection, information and resources (e.g., on financial aid options), and FAFSA assistance. So far, she has used the four I's to grow the program. These are Intentional (targeted emails, classroom visits, Navigate table, advertising), Involved (individual academic success plan, signed commitment contract, and near peer coach), Interested (grant aid and priority registration to keep students interested), and Impact. She is asking us to be TRiO ambassadors – talk about TRiO, refer students to TRiO, communicate concerns, complete GradesFirst reports. However, TRiO cannot be all things to all students. It is not financial aid, disability services, or the counseling center. TRiO is located in Ashmore Hall Suite 101. Students can download an application from the website and bring it in or scan it in. They can also pick up a paper application at the TRiO office.

1. Question: What does TRiO stand for? Answer: it goes back to three programs on which TRiO is based – Upward Bound, Talent Search, and Student Support Services (Special Services for Disadvantaged Students)
2. Question: How do we find out which students are involved in TRiO? Answer: We are trying to work on that.
3. Comment: The photo on the flyer shows at least two students who are international students who would not qualify for the program. Perhaps different students should be depicted on the flyer.
4. Question: Can students be involved if they are already involved in programs like MOVE? Answer: Yes and you also do not have to be a full-time student to qualify for TRiO.

E. Old Business

1. Recurrent Updates
 - i. Joint Leadership Team Summary
 - ii. Faculty and Staff Vacancy Report 1.29.16
2. Other Old Business
 - i. Updates on University Committee Representation
 - a. Associate VP of Enrollment Search Committee: Senate President Desnoyers-Colas notes that she was asked by Dr.

Lewis to nominate a faculty representative for the Associate VP of Enrollment Search Committee. Dr. Paul Hadavas has been asked to serve as a representative of the faculty senate.

- b. Faculty Development Search Committee: Senate President Desnoyers-Colas notes that this is an internal search and we have a faculty senate representative on that committee.
- c. Dean of CST Search Committee: Senate President Desnoyers-Colas reports that Dr. Michael Benjamin has been asked to continue to serve on this search committee. Dr. Brooksher notes that we hope to get candidates in to interview around the first of April.

ii. Campus Safety Update

- a. Guns on Campus: No further discussion.

iii. Campus Climate Update:

- a. Childcare Survey: Dr. Jane Rago reports that the committee is meeting this week. They are working on developing a survey of other universities who have started or are in the process of starting a childcare center. We are trying to find a way of assessing our needs and how those might be reached. Students, faculty, and staff are involved in the committee. Students received 900 student signatures requesting childcare to help with retention and the climate for students who are parents.
- b. Solicitation of Topics for Campus Conversations: Senate President Desnoyers-Colas notes that we have had two campus conversations where we come together as faculty, staff, and students to discuss issues that impact us. We are looking for topics for future campus conversations. Deidra Denny is interested in knowing what we would like to discuss. Email her to suggest topics. We hope to have 2-3 per semester moving forward.

3. Old Business from the Floor: none.

F. New Business

1. Committee Reports and Charges

- i. University Curriculum Committee
 - a. Meeting Minutes and Curriculum Changes
 - b. College of Education: Childhood and Exceptional Student Education (6 items):
Prerequisite issue for second item. ENGL 1101 is pre-requisite for ENGL 1102, so it is not needed. With that modification, APPROVED (25-2).
 - c. College of Education: Secondary, Adult, and Physical Education (1 item): APPROVED 26-3
 - d. College of Health Professions: Diagnostic and Therapeutic Sciences (2 items): Question: do they need to have a program of study modification since it is an Area F course? Answer: This course was re-tooled so that it could be used in Area F, but it is not a required course in that area. APPROVED 27-1
 - e. College of Liberal Arts: Liberal Studies (1 item): APPROVED 24-3
 - f. The Board of Regents has voted to remove the core overlays. This is included in the UCC minutes as an informational item.
- ii. Governance Committee: Dr. Carol Andrews notes that they are meeting tomorrow. Emails have been sent to department heads to elect senators and alternates. Senators are elected for a 3 year term, but senators can serve a second consecutive term. The new alternates do not have to be one-to-one, there can be a pool of alternates. We need new representatives elected by March 1st. Elections will be held no later than the April senate meeting. Senate elects are eligible for senate offices and senators in their last year can be elected to office. Elections to the UCC also need to be held. We will be setting up a system to hear the candidates discuss their qualifications, likely during the senate working session of the March or April meeting.
- iii. Academic Standards: The academic appeals subcommittee has met and those minutes have been posted to the senate website.
- iv. Education Technology: No report
- v. Faculty Welfare: No report
- vi. Planning, Budget, and Facilities: The committee continued to discuss summer issues, such as profit sharing to increase enrollments in summer courses and using contact vs. credit hours in calculating summer pay for laboratory courses. However, it was noted by Provost Smith and Mr. Chris Corrigan, VP of Business and Finance, that there are broader issues regarding summer that need to be discussed. An

additional summer issue that emerged in the February meeting of PBF was the possibility of offering Maymester courses. The earliest this would happen would be summer of 2017. Other PBF business included a discussion of end-of-year funds and the timeline and review process for end-of-year fund requests. Other PBF updates can be found in the minutes on the senate website.

vii. Student Success: Reviewed change in major policy. The committee discussed concerns and observations about advisement. Delana is advising that programs update their documents on the “15 to Finish” on a yearly basis. With regard to SmartEVALs, there is an issue with part-time faculty members not getting APARS done, so department heads are not aware of how part-time faculty are doing (they don’t receive the SmartEVAL comments). Delana Nivens clarifies that there is no current policy regarding sharing comments from SmartEVALs with department heads for review.

a. Hardship Withdrawal Policy: The senate liaison for the committee notes that this was discussed with Delana Nivens. She is getting the current policy on this and the committee will meet in March to review and discuss this charge.

2. Elections

i. New Senators and Alternates: not discussed further

ii. Nominations of Officers (email carol.andrews@armstrong.edu)

3. Accommodations for Students who Miss Class or Assignments due to Illness, etc.: Andrew Dies notes he and Student Affairs have been working on a policy for students who miss class or an assignment due to illness or emergency circumstances. We would work out a process for vetting that excuse to verify the circumstances. We want your input in the drafting of this protocol. We would like involvement from the senate in this committee. Three faculty representatives would be great. This is a time limited obligation. The policy needs to be ready to roll out for fall. Note: it would be good if there were representatives from each college. In the College of Education, there are certain attendance requirements for accreditation, so it would be good if there was a representative who was familiar with those guidelines.

4. Athletics Update: Will Lynch comments that the Athletic program had a successful fall semester. Every 5 years, there has to be a self-study of the athletic program. We expect to turn that over to Dr. Bleicken by April 1st. We look at all of our processes and procedures related to the athletic program. One topic we’ve looked at specifically is the gender equity program. One of

the outcomes of this self-study related to gender equity is the development of the women's cross-country program. We found a little bit of imbalance in some of the travel policies, which had been coach-driven, so we decided to standardize those policies. There also is a movement of some of the coaching assistants to coaching staff. Graduation of student athletes will become a high priority for us. Our fall performance showed that 67% of student athletes had a 3.0 GPA or higher.

5. USGFC

- i. April Meeting: April 15th at Valdosta
- ii. Armstrong representative: All of the universities have a representative on the council. Some have representation by the faculty senate president and some have more long-standing representation. Senate President Desnoyers-Colas is interested in serving in this role and also serving as the chair of the council. Voting will be held next senate meeting.

6. Other New Business: none

7. New Business from the Floor: none

G. Senate Information and Announcements

- 1. Other Search Committee Updates
- 2. Send Committee Meeting Dates and Minutes to faculty.senate@armstrong.edu
- 3. Send Changes in Committee Chairs and Senate Liaisons to governance.senate@armstrong.edu
- 4. Announcements (from the floor)

IV. Adjournment at **4:46pm**

V. Minutes completed by:

Wendy Wolfe

Faculty Senate Secretary, 2015-2016

Appendices

- A. Attendance Sheet
- B. Website Analytics Presentation
- C. TRiO Presentation
- D. TRiO Handout

Appendix A

Faculty Senators and Alternates for 2015-2016 (Senate Meeting 2/15/2016)

Department	College	# of Seats	Senator(s) and Term Year as of 2015/2016		Alternate(s)	
Adolescent and Adult Education	COE	2	Kathleen Fabrikant (3)	x	Anthony Parish	
			ElaKaye Eley (3)		Brenda Logan	x
Art, Music and Theatre	CLA	3	Rachel Green (2)		Emily Grundstad-Hall	
			Deborah Jamieson (3)	x		
			Elizabeth Desnoyers-Colas (3)	x		
Biology	CST	4	Jennifer Broft Bailey (1)	x	Sara Gremillion	x
			Brett Larson (3)	x	Jennifer Brofft-Bailey	
			Aaron Schrey (2)		Michael Cotrone	
			Jennifer Zettler (2)	x	Scott Mateer	
Chemistry and Physics	CST	3	Brandon Quillian (1)		Catherine MacGowan	x
			Donna Mullenax (2)	x	Lea Padgett	
			Clifford Padgett (2)	x	Will Lynch	
Childhood and Exceptional Student Education	COE	2	Kelly Brooksher (1)		Bob Lloyd	
			Anne Katz (3)	x	John Hobe	
Computer Science & Information Tech	CST	1	Hongjun Su (1)	x	Frank Katz	
Criminal Justice, Social and Political Science	CLA	2	Dennis Murphy (1)		Michael Donahue	
			Becky da Cruz (2)	x		
Diagnostic and Therapeutic Sciences	CHP	2	Shaunell McGee (3)	x	Rhonda Bevis	
			Pam Cartright (2)		Christy Moore	
Economics	CLA	1	Nick Mangee (3)	x	Yassi Saadatmand	
Engineering	CST	1	Wayne Johnson (2)	x	Priya Goeser	
Health Sciences	CHP	2	Lesley Clack (1)	x	Joey Crosby	
			Janet Buelow (3)	x	Rod McAdams	
History	CLA	2	James Todesca (1)			
			Michael Benjamin (2)		Allison Belzer	x
Languages, Literature and Philosophy	CLA	5	Bill Deaver (3)	x	Nancy Tille-Victorica	
			Carol Andrews (2)	x	Nancy Remler	
			Jane Rago (2)	x	Annie Mendenhall	
			Christy Mroczek (1)		Rob Terry	x
			James Smith (2)	x	Deborah Reese	
Library	CLA	1	Aimee Reist (1)		Ann Fuller	x
Mathematics	CST	3	Selwyn Hollis (1)	x	Sungkon Chang	
			Paul Hadavas (3)	x	Sean Eastman	
			Joshua Lambert (3)		Tricia Brown	
Nursing	CHP	3	Sherry Warnock (1)	x	Carole Massey	
			Gina Crabb (1)	x	Luz Quirimit	
			Jeff Harris (3)		Jill Beckworth	
Psychology	CST	1	Wendy Wolfe (2)	x	Nancy McCarley	
Rehabilitation Sciences	CHP	2	David Bringman (1)	x	AndiBeth Mincer	
			Maya Clark (2)	x	April Garrity	

Off-Campus Website Analytics

Q2 2014 vs. Q2 2015

October-December

Overview

Since Armstrong's new website launched on September 27, 2015, we have seen significant increases in off-campus traffic in key areas.

Overview

All data is measured year-over-year, comparing Q2 2014 with Q2 2015, excluding on-campus traffic and Port log-in analytics.

Overall Site Traffic: Total Page Views

<u>Q2 2015</u>	<u>Q2 2014</u>
2,098,677	1,955,649

Net increase = 7.3%
or 143,028 page views

Armstrong

Homepage



Homepage Traffic: Total Page Views

Q2 2015

928,861

Q2 2014

427,791

Net increase = 117.1%
or 501,070 page views

Homepage Traffic: Unique Page Views

Q2 2015

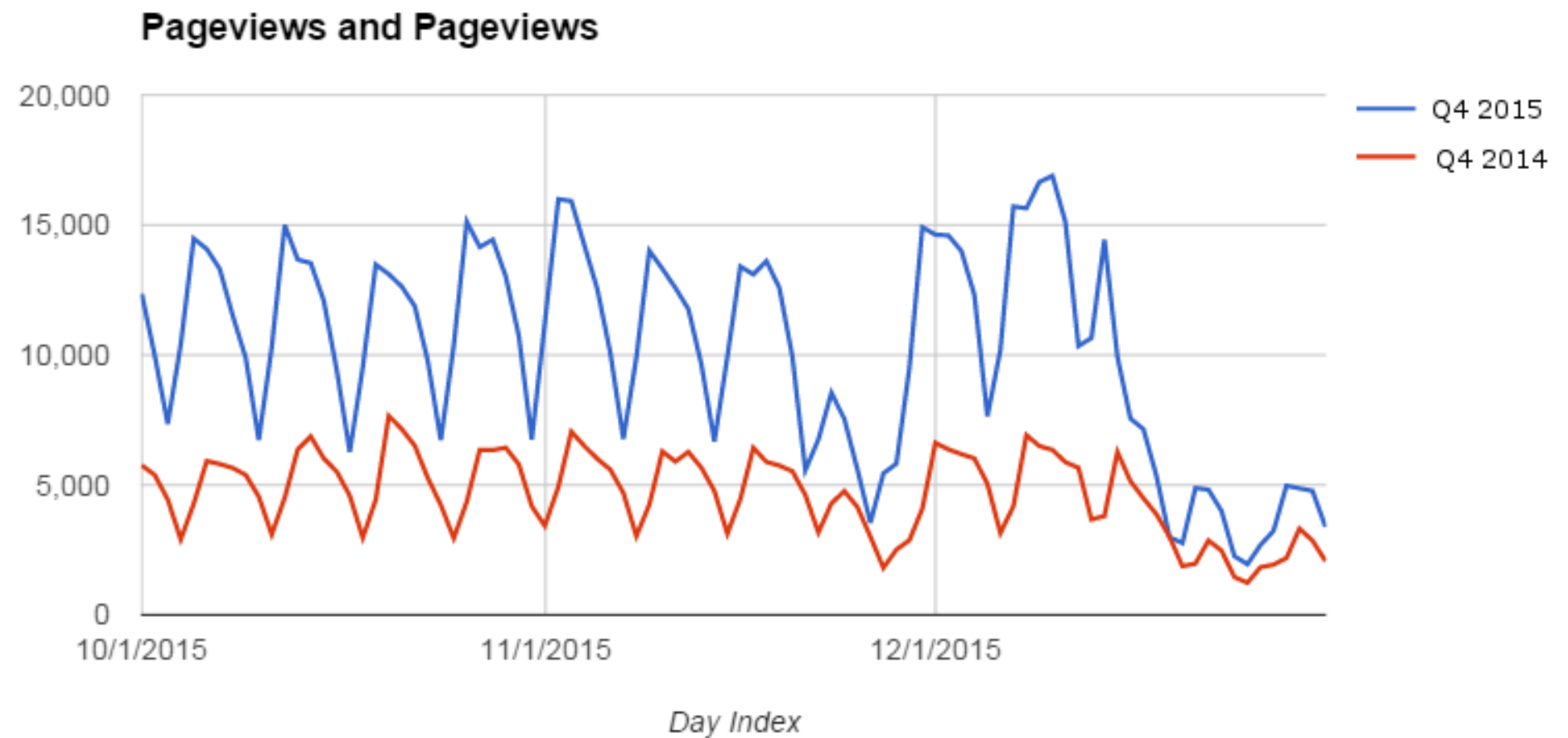
786,060

Q2 2014

336,797

Net increase = 133.4%
or 449,263 page views

Homepage Traffic: Daily Trends



Homepage Traffic: Average Time on Page

Q2 2015

1:54

Q2 2014

:47

Net increase = 145.8%
or 1:07 more time spent

Apply Page

Admissions: Apply to Armstrong

[< Apply Now](#)

Contact Information

Office of Admissions

Armstrong State University
11935 Abercorn Street
Savannah, Georgia 31419-1997

First Floor Lobby in Victor Hall
912.344.2503
Fax 912.344.3417
Admissions.Info@armstrong.edu

Office Hours

Mon - Thu, 8:15 a.m. - 6 p.m.
Fri, 8:15 a.m. - 5 p.m.



Thank you for your interest in Armstrong!

Whether you're a high school senior applying for college, a working professional returning to school or a military veteran making the transition to civilian life, we're here to help. If you need assistance at any point during Armstrong's application process, please just stop in to our office or call us. We're happy to answer any questions you may have. If you're ready to start your application, there are **four easy ways to apply**:

Apply Page Traffic: Total Page Views

Q2 2015

30,457

Q2 2014

13,403

Net increase = 127.2%
or 17,054 page views

Apply Page Traffic: Unique Page Views

Q2 2014

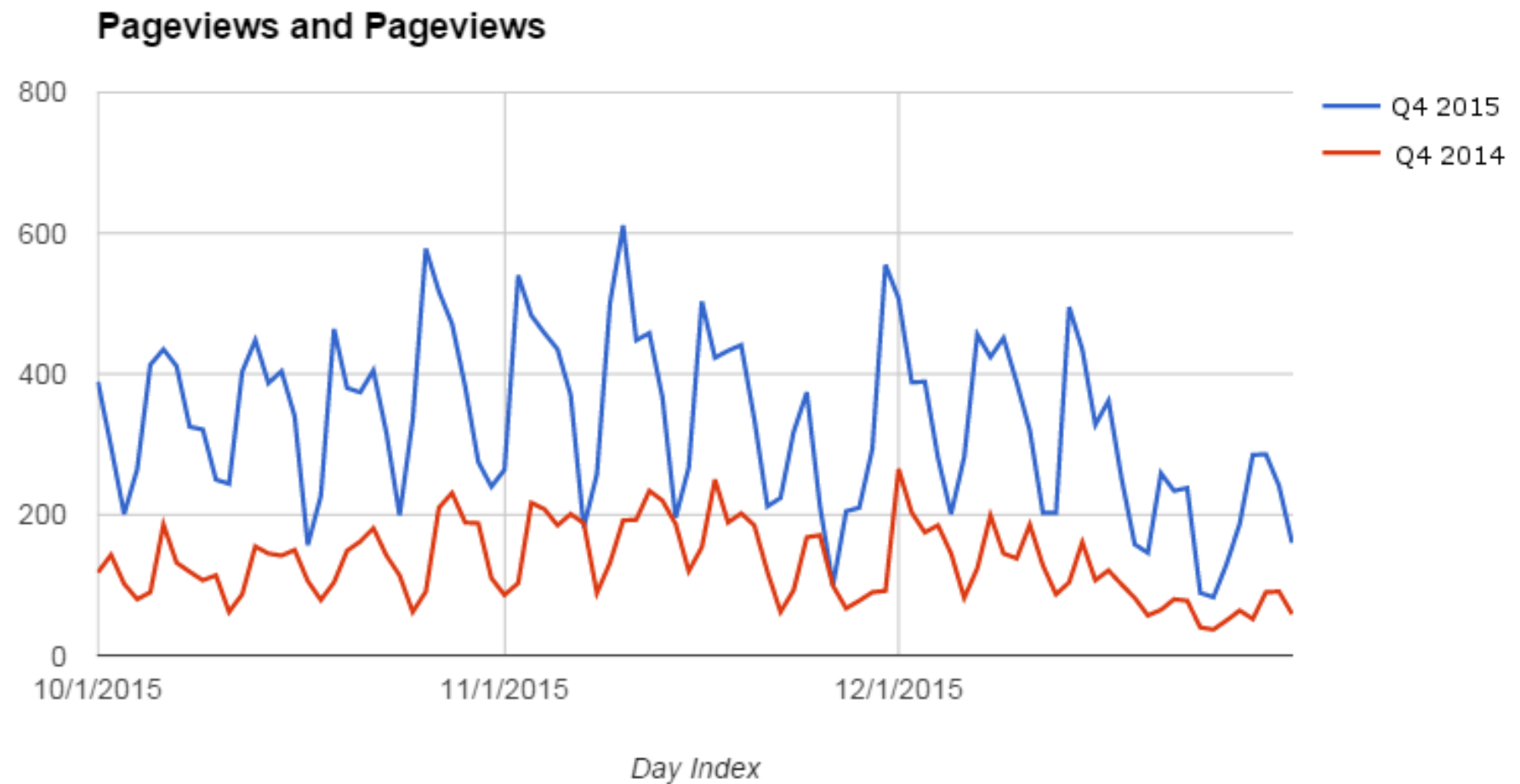
20,727

Q2 2015

11,328

Net increase = 83%
or 9,399 page views

Apply Page Traffic: Daily Trends



Apply Page Traffic: Average Time Spent

Q2 2015

1:37

Q2 2014

:51

Net increase = 89.3%
or :46 more time spent

Application Link Clicks GACollege411 + Online Application



APPLICATION FOR ADMISSION	
<p>Application Information</p> <p>A message from the campus:</p> <p>Getting the most out of life starts by getting the most out of college. Start Strong at Armstrong!</p> <p>-----</p> <p>Items needed to apply for admission:</p> <ol style="list-style-type: none"> 1. Application for admission 2. \$25 Application fee (non-refundable) 3. Official transcripts from all schools attended 4. Official SAT or ACT scores 5. Completed Immunization form 6. Proof of lawful presence in the U.S. (certified copy of birth certificate, Georgia drivers license or ID issued after January 1, 2008, or U.S. passport). <p>If you are a transfer, international, or returning student other items for admissions may be required. Please refer to the "Who am I?" section on the admissions website to determine any additional items for admissions.</p> <p>Please apply early as it takes time for the Admissions Office to review your educational documents and ensure your file is complete. If you do not submit all documents or provide accurate information on the application, we will request them and this will slow your application process.</p> <p>DEADLINES:</p> <p>Summer 2016: April 15th Fall 2016: July 1st Spring 2016: December 1st</p> <p>Fall 2016 Priority Application Deadline: December 15th Fall 2016 Application Deadline: July 1st.</p> <p>Armstrongs Tuition Deposit is \$50 dollars, after May 1st this deposit is nonrefundable</p>	<p>Contact Us</p> <p>Armstrong State University Office of Undergraduate Admissions 11935 Abercorn Street Savannah, GA 31419-1997</p> <p>In-state telephone: (912) 344-2503 Out-of-state telephone: (800) 633-2349 Fax number: (912) 344-3417 Website: www.armstrong.edu</p> <p>Instructions</p> <p>To complete this online application, type your answers in the corresponding fields or select your answers from the popup lists (where applicable).</p> <p>After you complete a screen, click the NEXT button at the bottom or on one of the sections listed on the left column to move to a different screen. Before you are allowed to jump screens, we will inspect your data on the current screen for errors or inconsistencies. If errors or omissions are found, you will be returned to the screen to correct your answer(s). Otherwise, your data will be saved and you will proceed to the requested screen. We also allow you to skip to another screen without your new data being saved. Be aware that if you use the Skip & Jump function on the left column, data on the current screen will not be saved and will have to be reentered prior to submittal.</p> <p>Once you have completed the application, click the SUBMIT button located on the left column to submit the application.</p> <p>Click here if you have any technical questions or need assistance with this online application.</p> <p>This application is brought to you by the XAP Corporation.</p>

Application Link Clicks GA College 411 + Online Application

December 2015

2,829

December 2014

1,801

Net increase = 57.1%
or 1,028 more applications

Micro-conversions

Start Now Page Views	+11%
Campus Tour Form Views	+72.6%
Group Tour Form Views	+400%
Open House Page Views	-29.1%
Virtual Tour Page Views	-39.8%

College Landing Pages: Total Page Views

	<u>2015</u>	<u>2014</u>
Health Professions	9,392	4,542
Education	5,358	2,978
Liberal Arts	3,375	1,956
Science & Technology	3,878	2,193

Unique Visits From Mobile Devices

Q2 2015

308,112

Q2 2014

172,451

Net increase = 78.7%
or 135,661 visits

Mobile Usage

Overall page views	+10.7%
Overall visits	+58.7%
Homepage views	+79.3%
Homepage time spent	+292.6%

Why?

Increased traffic to Armstrong website from marketing campaigns including:

- Google AdWords pay-per-click campaigns (GA, FL, SC, AL)
- Carnegie digital advertising
- Facebook advertising

Why?

Longer load time on the new site could be encouraging some users to close their browser and re-load pages.

Why?

More appealing website design encourages users to spend more time on the site, click on more pages and engage in repeat visits.

Armstrong

Thank you very much!

Armstrong

WHAT IS.....



TRiO
Student Support
Services (SSS)



What?

- IncreaseCollegeRetention
- **IncreaseGraduationRates**
- Increasetransferratesfrom2to4year Institutions
- **Foster Climate supportive of “Student Success”**
- ImproveFinancial/Economicliteracy
- **\$219,999inFederalFunds**
- SupportedFrom2015 – 2020(100%)
- **\$1.2million**



Who Qualifies?

- Citizen/National of U.S. or Meet Residency requirements for Federal Student Fin. Aid
- **Accepted Incoming or Current Student**
- Needs Academic Support and is:
 - Low Income (LI)
 - **First Generation (FG) or**
 - Individual with Disability (D)
- **2/3 LI and FG (93 students)**
- **1/3 LI, FG, or D (47 students)**

Activities and Services We **Must** Offer!



- **Academic Tutoring**
- **Advising and Course selection**
- **Information and Resources**
- **FAFSA Assistance**

Strategy: The 4Is



- Intentional
- Involved
- Interested
- Impact

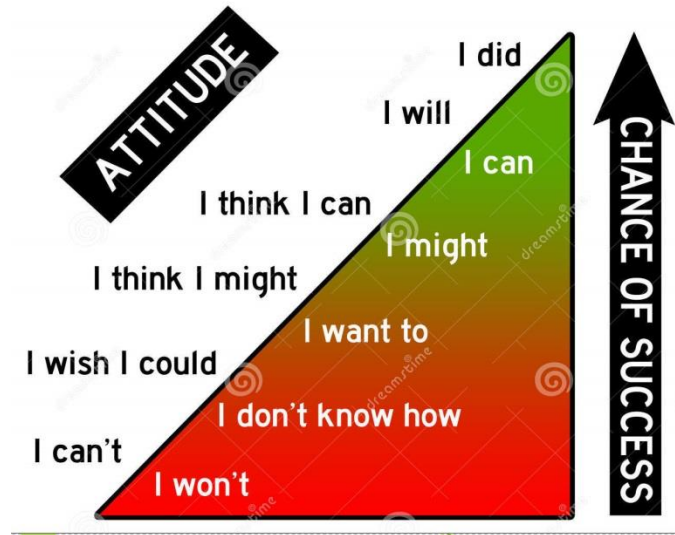
Armstrong



Intentional!

- Emails
- Classroom Visits
- NavigateResourceTable
- Yard Signs, Posters, Flyers, Brochures, Website, Catalog
- Information Sessions

Armstrong



Involved!

- IndividualAcademicSuccessPlan (IASP)
- SignedCommitment/Contract
- NearPeerCoach

Interested!

- GrantAid



- PriorityRegistration



Armstrong



Impact!

- Good Standing
- Progression from one year to the next
- Graduation
- Professional Program
- Graduate School

Armstrong

Your Role!



We are an Armstrong **Family**
and we must work together to
support the project. It's got to
become a part of our **DNA!**

Be A TRiO Ambassador!

- TalkAbout TRiO-SSS!
- ReferStudentstous!
- CommunicateYour
Concerns!
- CompleteGradesFirst
Reports!



TRiO-SSS **is not** and **Cannot Be!**

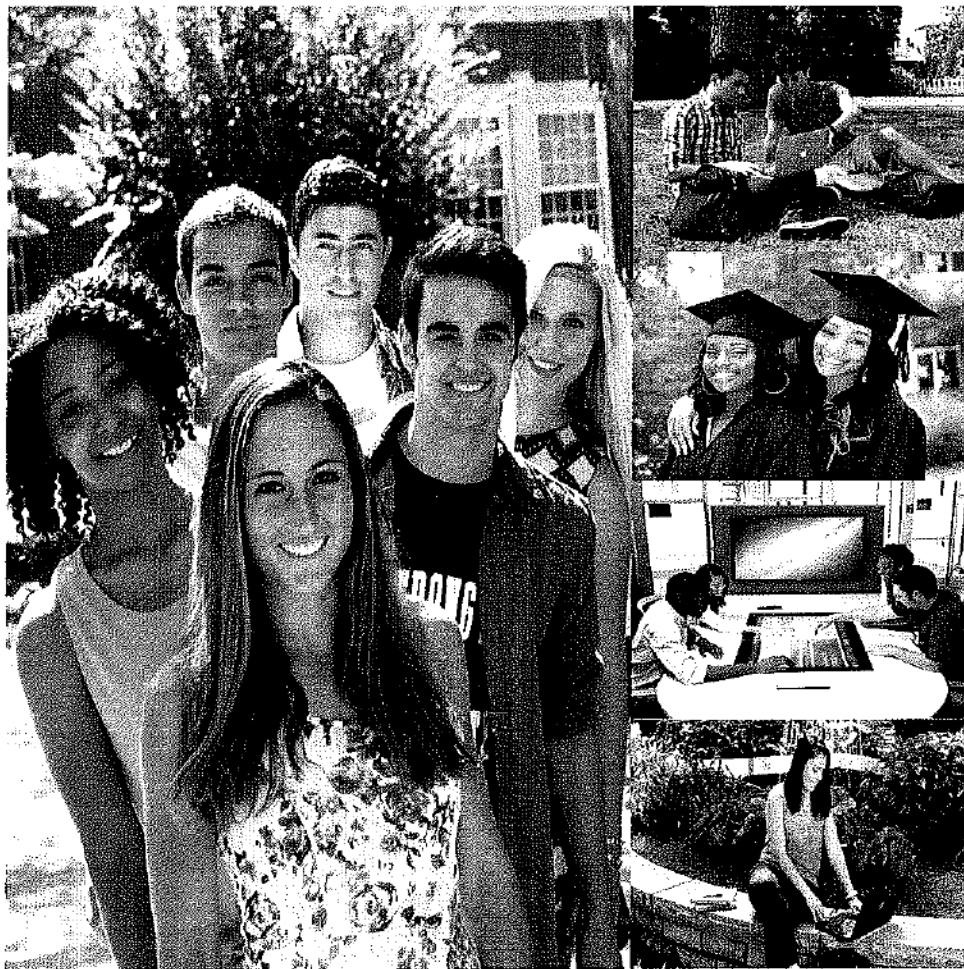
- ALLthingstoALLstudents!
- **FinancialAid!**
- DisabilityServices!
- **CounselingCenter!**
- HomeforFailingStudents!
- **OneShotWonder!**



THANKYOU FOR YOUR SUPPORT!

- Ashmore Hall Suite 101
- trio@Armstrong.edu
- armstrong.edu/trio
- Corine.Ackerson-jones@armstrong.edu
- 912.344.3023





Hey Pirates! Want to start strong and finish stronger?

Armstrong's TRiO - Student Support Services is a program for current or incoming Armstrong students who need academic assistance and other services to be successful at the university. Funded by a Department of Education federal grant to the university, the project provides advising, instruction, tutoring, mentoring and informational workshops for eligible participants.

How Do I Apply?

Stop by the TRiO-SSS Office (Ashmore 101) and complete an application, or download the application from our website: armstrong.edu/trio. Completed applications may be turned into the TRiO - Student Support Services office or the First Year Experience Lounge (Solms 206), or the Academic Advising Center (Solms 212).

TRiO

STUDENT SUPPORT SERVICES

Academic Tutoring

Peer Mentoring

TRiO Grant Aid

Scholarship Application Assistance

Graduate School Application Assistance

Career and Major Counseling

Academic Advising

Workshops

Priority Registration

WHO IS ELIGIBLE TO APPLY?

Students who meet one or more of the following:

- first-generation college student (neither of the student's parents or guardians received a bachelor's degree)
- comes from a low-income family
- has a disability

TRiO - STUDENT SUPPORT SERVICES

912.344.3023

TRiO@armstrong.edu

armstrong.edu/trio

Ashmore Hall Suite 101

The Armstrong-Student Support Services Project is a U.S. Department of Education TRiO Program and is supported from 2015-2020 by \$219,999 (100%) in Federal funds each year.